



City College News

December 1983

Jobs are scarce: but placement rate stays high

Graduates of George Brown post-secondary programs had a tougher time finding work this year, but the overall placement rate remained high.

A weak economy reduced employment in manufacturing and trade sectors but high demand for students in service occupations took up the slack.

Overall, the number of students working four months after graduation fell only two per cent from the 1982 College-wide average of 84 per cent.

It was a bad year to look for work, Student Counselling and Placement Coordinator Paul Hollow said.

Many companies cancelled on-campus recruiting, and either had total hiring freezes or hired fewer students than past years, he said.

Fewer students had jobs by the time they left school and more had to spend some time looking before finding work.

"You have to deal with a lot of discouraged students," Hollow said.

While George Brown has traditionally had College-wide placement rates of about 90 per cent, Placement staff say they are relatively pleased with the figures in the annual post-secondary placement report, given economic conditions.

That report says of the 1,754 students who graduated from the College in 1983; 914 were working in a field related to their studies, 103 were working in an unrelated field, 218 were looking for work, 218 had decided to continue their education, 40 were visa students, 50 were not looking for work, and 211 could not be contacted.

Placement of graduating students in work related to their studies increased from last year in Architectural Technology, Business, English and Liberal Studies, Health Sciences and Hospitality, and declined in Community Services, Electro-Mechanical, Fashion and Graphic Arts.



Six-year old Zoe Fritz points a finger at George Brown's Jack at the AGO.

New figure pops into city art scene

Move over Picasso — a 10 foot high Jack in the Box is getting the attention at the Art Gallery of Ontario.

Resplendent in his red, green and white box, Jack dwarfs all around him in the interior court yard of the Dundas St. gallery.

Jack is the work of five George Brown Graphic Design students who, along with groups from three other colleges, helped to decorate the gallery for the holiday season.

The oversized toy took the students three days to put together using plywood, cloth, cardboard, and papier mache that cost only \$60.

This is the second year that George Brown has helped decorate the gallery, and the student group that built Jack are already looking forward to next year.

Students Elizabeth Karpafy, Rocco Mastromarco, Neil McNeil, Paula Martins and Alex Voyatzis are planning to build a small mountain with a castle on top and a working miniature ski lift.

G. B. Comments by

**Doug
Light**



In my last column I discussed certain quantitative aspects of the College - a relatively straight forward task as statistics tell the whole story. The subject of this month's discussion - quality - is not so easy to evaluate as this elusive subject is so subjective in nature.

Regardless of the difficulty of measuring quality, we have little alternative but to establish the criteria by which we wish to be judged. The milieu of the 80's dictates that this must be so, and is and will be reflected in governmental, and society's actions.

With this realization, George Brown has moved in a number of directions to evaluate our success. At the moment, we judge academic programs by the use of a variety of indicators - placement records, remuneration levels and graduation rates.

Planner Rick Quine and his staff are currently formalizing such studies into a common format for use on all program levels. As well, the more subjective instrument of CAPRI has been employed on some programs.

The evaluation of the quality of employee performance is also being stressed by government. We introduced this year, on a trial basis, a formal process for review of administrative personnel. It is important that the criteria used in such processes be positive rather than punitive.

Our techniques for measurement of the quality of the non-teaching areas are relatively underdeveloped.

At the moment we depend upon comparative information from other institutions, a mechanism which stresses efficiency rather than effectiveness.

The initiation of the MYP objectives system some years ago, has been of some benefit in judging performance in such areas. Much more work is required in this important part of our operation.

At this time of year, many of us tend to pause and reflect upon our "quality of life". I sincerely hope that the holiday season will prompt all of us to think of the basic values of life and to strive to do as we wish others to do.

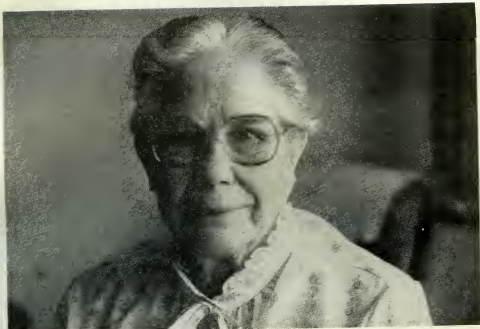


Photo: Neil McGillivray

Former school superintendant Gertrude Fatt has served on the Board for eight years.

Gertrude Fatt retiring from Board

The Board of Governors retains an air of mystery for most George Brown employees, says retiring Board Vice Chairman Gertrude Fatt.

Employees are generally unaware of the activities of the 12-member volunteer Board, Miss Fatt said.

Those who think it does little are wrong, she said.

"Board members take a keen interest in the College. I feel it is a very serious job."

During Miss Fatt's eight year tenure she served on the Education and Property committees of the Board and saw the College grow.

"It has grown quite a bit. It's a more dynamic college."

The Board of Governors, which has ultimate authority over the operations of the College, has developed too, Miss Fatt said.

College Caravan slated for Dec. 21

George Brown staff can help celebrate the holiday season with ethnic groups from around the world at the annual College Street Campus Christmas Caravan on Dec. 21.

Students in the federally-sponsored English as a Second Language program will be decorating rooms and displaying traditional cuisine and customs between 10 a.m. and 2 p.m.

Students from Poland, Romania, Hungary, Portugal, Greece, China, Korea,

"I see a great improvement in the Board over the years."

Board positions are filled by appointments from the Council of Regents for Ontario Colleges of Applied Arts and Technology.

Miss Fatt's appointment in 1976 came a year before her retirement as a Superintendent with the Toronto Board of Education.

Her career with the Board included 20 years teaching English and History at Central Technical School.

Board Chairman Bruce Bone said Miss Fatt's depth of experience in education was an invaluable aid to the Board.

"She certainly made a great contribution. She will be very difficult to replace," he said.

A dinner to honour Miss Fatt was held early in December at Plumer's Dining Room at Kensington Campus.

India, Viet Nam, El Salvador, Slavic Countries, and South America will put on displays.

Students and staff from the French programs will present a sample of Quebecois culture as the Canadian entry.

Non-Christian cultural groups adopt the theme of 'Peace on Earth' for their celebration or reproduce a major festival.

The Caravan is co-ordinated by ESL instructor Bill Gabriel.



Photo: Albert Li

Dancers Monica Kapelar and Bill Barna of the George Brown Dance Program appeared before hundreds of school children in a shortened version of 'Coppelia' in the first two weeks of December at St. James.

St. James concert gets back to Bach

Sitting in the atrium of St. James Campus, Stella D'Alessandro describes her musical taste in one word.

"Funk," says the 18-year-old Court Reporting student.

But on Nov. 28 the pounding beat of the student radio station was replaced by the more traditional strains of Bach, Vivaldi, and Schubert.

And even Stella liked it.

"It was a nice change," she said, "It's a good place to have it."

Stella and perhaps other members of the 400 person audience got their first taste of live classical music from a lunch hour concert put on by the Pro Arte Orchestra conducted by Victor Di Bello.

Stella was particularly impressed by Di Bello, who explained the music in a humorous way.

"He was always telling jokes," she said.

The 15-member orchestra also played selections from the work of Tchaikovsky,

Donizetti, Carl Stix, and modern composers Walter Buczynski and Aaron Copeland.

The concert was the project of St. James English and Liberal Studies Chairman Jim Ross.

"I think it was an eyeopener," Ross said.

The atrium, with its theatre-like design is ideally suited for performances or meetings, but it is seldom used, Ross said.

The positive response to the Pro Arte visit may lead to more performances in the future, he said.

Graphic Donation

Five companies have donated \$30,000 worth of equipment to the Graphic Arts Division. The plate-making equipment will upgrade facilities for students studying flexography in the two and three-year printing programs.

Future brighter for students in Upgrading program

Like thousands of other young people in Toronto, Anne Monette spent the summer of 1983 looking for work.

The 20 year old woman lost her warehouse job in late spring — and with little education or work experience — couldn't find another.

Now she is enrolled at George Brown in a special academic upgrading program, and is looking to the future with a little more confidence.

"I feel I can make it this time," she said.

The upgrading program concentrates on boosting basic skills in mathematics, English and sciences to allow students to get better jobs or qualify for college programs.

Monette has set her sights on more advanced training.

"I want to improve myself so that I can eventually take a course in the field of computers," she said.

Demand for the Technical Upgrading Program (TUP) was immediate when it was publicly announced in late October.

The Academic Upgrading office got more than 300 inquiries about the program in the first week it was announced.

Now there are 173 students at George Brown in the continuous-intake provincially sponsored program, and dozens on a waiting list.

The program contents are tailored to individual student needs — concentrating on their weaknesses — and program length varies from eight to 40 weeks.

John Muma, Chairman of Academic Upgrading in the English and Liberal Studies Division, handled the difficult job of incorporating the influx of TUP students into the College at short notice.

"The important thing is that the quality of education and our concern for the students is maintained," he said.

"It is only through the co-operative efforts of all the staff in Academic Upgrading that this has been made possible."

The TUP program, which is sponsored by the Ministry of Colleges and Universities and the Board of Industrial Leadership and Development (BILD), is funded until March 31, 1984.

Names in the News



Photo: Frances Mak

TV Ontario's Elwy Yost (second from left) with Willy Brand, Brian Cooper (standing) and Dorothy Ellis of the Hospitality Division.

Kensington Campus and Hospitality Division staff were hosts to TV Ontario's Elwy Yost in November while he filmed segments for his 'Magic Shadows' show. Yost went through a mini-training course as a waiter, bartender, meat cutter, baker, and cook under the supervision of co-ordinator **Willy Brand**. The George Brown segments were to be shown between installments of a vintage thriller called 'The Kitchen' between Dec. 12-16. Hospitality Chairman **Brian Cooper** rewarded Yost for his efforts at the College. "We finished off by presenting him with a Dean's Medal for endurance in the face of insurmountable odds," he said.

What's the modern equivalent of a dialogue with Plato? According to **Brenda Waterman**, co-ordinator of the staff computer centre at Casa Loma, it may be a dialogue with PLATO. PLATO (or Programmed Logic for Automated Teaching Operations) is a computer designed and programmed by Control Data Corporation in Mississauga that has more than 1200 hours of programmed instruction in a vast number of subjects.

Control Data has given George Brown a PLATO terminal for a three-month trial ending February 17.

Groups of faculty or staff who would like to sample the capabilities of the system should call Brenda or Avril at Ext. 2389 to arrange a time.

A long-time employee of the College who is fondly remembered by his colleagues is **Thomas Hughes**, who retired a few months ago because of health problems. "Tommy is a really great guy," said Stan Norbett, Co-ordinator or Civil Engineering in the Architectural Technology Division.

Hughes, who taught surveying in the Division, helped establish the program at the Provincial Institute of Trades when it was set up. He continued working on the development of curriculum in the field at George Brown and was active in the Association of Certified Surveying Technicians.

He was popular among staff and students saw him as a 'godfather', Norbett said.

A lunch was held in Hughes' honour.

Bookstore Manager **Patrick Meany** has a last-minute gift suggestion for the man who has everything — a George Brown tie. The new old school tie is navy blue with light blue stripes and the College logo in the center. At \$11.45 it's available at College bookstores, Pat says. Supplies are limited, so act now and avoid disappointment, he warns.

The Personnel Department has told us of the following staff changes.

New faculty members are **Silva Chijani**, who is with the Math and Science Division at Casa Loma, **Robert Luker**, who has joined Community Services at Nightingale, and **Mario Ulcar**, who will teach in the Electro-Mechanical Division at St. James.

Joining College support staff are **Leigh Bartlett**, who will work in research and planning at MacPherson, **Rita Bassels**, who is with Community Services staff at Nightingale, **Pat Hayworth**, who is working in Health Sciences at Casa Loma, and **Wayne Reddick**, who will work at College Street.

Recent transfers include **Kim Cameron's** move from Math and Science at Casa Loma to Academic Computing at MacPherson, **Jim Marshall's** transfer from mechanical and electrical support staff at St. James to the Telecommunication's Manager's post at MacPherson. **Mary O'Neill** has left a post with Health Sciences at Casa Loma to join Student Services at '500'. **Patricia Southam**, left Industrial Training on the first floor of 258 Adelaide St. E. to join Continuing Education and Marketing on the fourth. College Comptroller **Peter Morgan** has requested a teaching post and will join faculty in the Business Division.

Leaving the College are **Lori Bailey** of Industrial Training, **Patricia Kurki**, of Health Science Faculty at St. James, **Norah Stevenson** of Campus Management at Nightingale, and Telecommunications Manager **Sandra Foster**.

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